

Subject: Re: Ship Visit Oceania Insignia June 15

From: Jonathan Williams

Date: 05/26/2016 05:58 PM

To: "Baker, Arley" <ABaker@portla.org>

CC: "visitsp@spcvb.com" <visitsp@spcvb.com>, "Adams-Lopez, Theresa" <TAdams-Lopez@portla.org>, Elise Swanson <eswanson@sanpedrochamber.com>, "The &" <andrew@whaleandale.com>, jbbeer <jbbeer@msn.com>, "ericeoban@gmail.com" <ericeoban@gmail.com>, "lparker@sanpedrobid.com" <lparker@sanpedrobid.com>, "Bezmalinovich, Augie" <ABezmalinovich@portla.org>

Katherine-

Thank you for the email!

Do you happen to have any specific details of how many are pre-booked for shore excursions vs. the number that will be on their own? This will help to determine resource allocation.

We are always prepared at the IOWA to assist as needed!

On Thu, May 26, 2016 at 5:26 PM, Baker, Arley <ABaker@portla.org> wrote:

Thanks for the heads-up Katherine. I am looping Augie in on this email as well, as he works with PBID and had explore possibilities with the group on this email. Since this is a port of call for an upscale ship, I hope the stakeholders here can work together to create a convenient and hospitable experience for the pax.

From: visitsp@spcvb.com [mailto:visitsp@spcvb.com]

Sent: Thursday, May 26, 2016 5:23 PM

To: Baker, Arley

Cc: Adams-Lopez, Theresa; Jonathan Williams; Elise Swanson; The &; jbbeer; ericeoban@gmail.com; lparker@sanpedrobid.com

Subject: Ship Visit Oceania Insignia June 15

Good Afternoon,

Oceania's Insignia will be here on a Port of Call June 15th. She is finishing up a world cruise that started this past January and will be in port here from 7 a.m.- 9 p.m. This is a smaller ship with 700 passengers and more than 400 crew. These passengers are part of a very affluent market.

You had said to me that you wanted to ensure that everyone was ready to welcome cruise passengers by the beginning of the next cruise season. This is a great opportunity to test our community's abilities.

I propose a few measures that will help make these passengers feel welcome and attract them into town:

-We suggest operating the Downtown Trolley that day. We understand that it may not have been budgeted to run that day, but consider taking one off another day to accommodate this visit. We would suggest starting the trolley about 9 a.m. as these passengers will have been at sea for five days and will be anxious to get off the ship

-Businesses should open early enough to accommodate these passengers beginning sometime after 9 a.m.

-Since we've built a good relationship with this cruise line and the ship's agent, we have been asked to have volunteers at the pier to provide visitor information and directions. We will, of course, accommodate this request. We will direct them to the trolley and we would certainly welcome volunteers or staff from any other organization that wants to help with this work

-We should have a welcome banner specifically for Oceania Cruise passengers and crew. The line will be calling here several times in the next season, so the banner could get multiple uses and is an effective way of making everyone feel welcome

-Consider opening the Warner Grand for tours. We can provide guides. This could be a very effective means of attracting passengers to Downtown and we are working on getting information like this distributed on board the ship before its arrival.

- We welcome any other ideas anyone may have to make this a joint effort and have it be beneficial to businesses downtown.

Sincerely,

Katherine Gray

Marketing Director

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Kind Regards,

Jonathan Williams
President & CEO

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